



**aberdeen**  
Grammar Rugby



**Sponsorship Packages**  
**Season 2017/18**



### Sponsorship Opportunities:

Aberdeen Grammar Rugby Club predominantly relies on the generosity of local businesses to provide the required income to run the club as efficiently as possible. Without this funding the club would not be able to exist in its current form nor aspire to achieving the goals it has set for itself over the next 3 - 5 years.

**Our expenditure covers; Travel to all rugby locations in Scotland (including Highlands and Islands); Equipment and Playing Kit; Physiotherapy; Catering; Community and Junior Rugby.**

Sponsorship funding is clearly required. In return the club can help to raise and promote the profile of each company in the local community. The funding is also going both directly and indirectly to support the local community through one of our main goals, to increase the level of participation in the game.

Table 1 details list of options as part of the 3 main sponsorship packages; Principle (Gold), Main (Silver), Ordinary (Bronze);

The packages are designed to provide maximum return to our sponsors to allow them to benefit as being part of the senior local Rugby Club.

If a package option is not preferred - individual bespoke options can be tailored to your company requirements:

- Match Day lunch only
- Stand alone kit branding
- Community Sponsorship
- Junior Section Sponsorship

Should any company wish to consider any of the opportunities or to discuss a more suitable bespoke package please contact Gordon Thomson (01224 636002) who will direct you to the main marketing and sponsorship team as required. All sponsorship attracts V.A.T. @ 20% and packages can be paid annually, quarterly or monthly.

**Our main goals are to regain our position back in the Premiership, whilst providing top quartile youth and community support as well as remaining financially viable. This is a big ask, however with your support it is both achievable and sustainable.**

**Table 1: AGRFC Sponsorship Package Deals;**

	<b>Gold Principal Sponsor + /- £10,000</b>	<b>Silver Main Sponsor +/-£5,000</b>	<b>Bronze Sponsor +/-£2,000</b>
Brand Placement on Match day Strips	✓		
Brand Placement on Shorts		✓	
Invitation to Charity Dinner in Aberdeen	✓		
Match day Lunch at FP Centre	✓ Max 14	✓ Max 10	
Pitch side advertising	✓	✓	
Advertising Page in Match day Programme	✓	✓	✓
Priority Access to Home International Tickets & Away 6 nations; (max number applies to England Tickets only)	✓ Max 8	✓ Max 6	✓ Max 2
2-10 Season Tickets to Home Matches	✓ Max 10	✓ Max 5	✓ Max 2
Logo on Club Letterhead / Stationery	✓		
Digital Package 1: Main Website Sponsor, Logo and reference on all social media and website posts. Logo on all video highlights, player and coach interviews and Aberdeen rugby promotional videos	✓		
Digital Package 2: Silver membership logo on website. Month advert on all Aberdeen rugby social media streams. Logo or advert on all highlights videos		✓	
Digital package 3: Bronze membership logo on website. Month advert on all Aberdeen rugby social media streams.			✓